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Title: Authorize the Director of Transportation to execute an agreement between the City of Fresno and California State University, Fresno, allowing the university to use its agency-issued identification cards as fare media for access on Fresno Area Express fixed-route buses

Sponsors: Department of Transportation

Indexes:

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Attachments: 1. Agreement btw CSUF COF thru FAX.pdf

Date	Ver.	Action By	Action	Result
8/21/2014	1	City Council	approved	Pass

REPORT TO THE CITY COUNCIL

August 21, 2014

FROM: BRIAN R. MARSHALL, Director
Department of Transportation

BY: JEFF LONG, Planning Coordinator II
Department of Transportation

SUBJECT

Authorize the Director of Transportation to execute an agreement between the City of Fresno and California State University, Fresno, allowing the university to use its agency-issued identification cards as fare media for access on Fresno Area Express fixed-route buses

RECOMMENDATION

Staff recommends City Council authorize the Director of Transportation to execute a three-year agreement between the City of Fresno and California State University, Fresno (CSUF) allowing the university to use its agency-issued identification cards for access on Fresno Area Express (FAX) fixed-route buses.

EXECUTIVE SUMMARY

With the installation of new fare collection equipment in 2013, FAX has the opportunity to accept new

fare media. In the original fare collection system procurement, CSUF partnered with FAX to ensure acceptance of its ID cards on board FAX buses. The new system will allow CSUF students, faculty, and staff to swipe their ID cards at the farebox for fare payment. FAX will bill CSUF monthly for all rides provided at a rate of \$1.10 per ride. This rate is equivalent to a 12-percent discount off the regular fare. CSUF will fund this program through its Alternative Transportation Fund. The agreement is for three years and will be evaluated on an annual basis.

BACKGROUND

In 2013, FAX installed Genfare Odyssey Fareboxes capable of accepting various new fare media, including magnetic stripe cards, which are used on various ID cards. CSUF partnered with FAX during the original procurement process as a regional partner. CSUF goal is to reduce parking congestion, improve air quality, and provide an alternative method of arriving on campus. This agreement will allow CSUF students, faculty, and staff to swipe their ID cards at the farebox for fare payment. FAX will bill CSUF monthly for all rides provided at a rate of \$1.10 per ride, which is a 12-percent discount off the regular fare. CSUF will fund this program through its Alternative Transportation Fund.

The CSUF campus is served by FAX Routes 38, 28, and 9 and Clovis Transit Route 10. Currently, there are over 900 boardings a day at the stops serving the CSUF campus. With the new fare technology and this agreement, FAX will be able to track university ridership independent from other riders. The proposed contract would be for three years, effective upon execution, and will be evaluated on an annual basis.

The City Attorney's Office has reviewed and approved as to form the proposed agreement.

ENVIRONMENTAL FINDING

Not applicable since the agreement does not constitute a project.

LOCAL PREFERENCE

Not applicable since City is not purchasing goods or services.

FISCAL IMPACT

This agreement will have no impact to the General Fund.

Attachment

Agreement between CSUF and COF through FAX